

Title (en)
SYSTEM AND METHOD FOR PROVIDING AUGMENTED VIRTUAL REALITY CONTENT IN AUTONOMOUS VEHICLES

Title (de)
SYSTEM UND VERFAHREN ZUR BEREITSTELLUNG VON ERWEITERTEM VIRTUELLEM REALITÄTSINHALT IN AUTONOMEN FAHRZEUGEN

Title (fr)
SYSTÈME ET PROCÉDÉ POUR FOURNIR UN CONTENU À RÉALITÉ VIRTUELLE AUGMENTÉE DANS DES VÉHICULES AUTONOMES

Publication
EP 3244591 A1 20171115 (EN)

Application
EP 16201112 A 20161129

Priority
US 201615152015 A 20160511

Abstract (en)
In one embodiment, a server receives a request from a first autonomous vehicle for content delivery. In response to the request, a vision analysis is performed on an image obtained from the request to determine three-dimensional (3D) positioning information of the image. A list of content items are identified based on current vehicle information of the first autonomous vehicle in view of a user profile of a user riding the first autonomous vehicle. A first content item selected from the list of content items is augmented onto the image based on the 3D positioning information of the image, generating an augmented image. The augmented image is transmitted to the first autonomous vehicle, where the augmented image is to be displayed on a display device within the autonomous vehicle in a virtual reality manner.

IPC 8 full level
H04L 29/08 (2006.01); **G06K 9/00** (2006.01); **H04L 29/06** (2006.01)

CPC (source: CN EP KR US)
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Citation (search report)
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• [Y] US 2013158778 A1 20130620 - TENGLER STEVEN C [US], et al

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EP3921050A4; DE102018222378A1; WO2020035380A1; WO2020163801A1; US11423778B2; WO2024010683A1

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DOCDB simple family (application)
EP 16201112 A 20161129; CN 201611014753 A 20161115; JP 2016227755 A 20161124; KR 20160162058 A 20161130; US 201615152015 A 20160511